

Recovery Month Package

2021



Purpose

- Provide resources, ideas and support for Recovery Month 2021 to:
 - Local government agencies throughout Idaho
 - Regional Behavioral Health Boards
 - Faith-based organizations
 - Behavioral health providers
 - Local businesses
 - And more...



Intended Outcomes

- Increase awareness of and opportunity to participate in recovery related activities throughout the state
- Increase community participation in Recovery Month activities by:
 - Local government agencies
 - Businesses
 - Behavioral health agencies
 - Faith-based organization
 - Behavioral health
- Reduce stigma surrounding alcohol and drug free living by engaging communities in celebrating recovery

Digital Package

Provide the hashtag **#RecoveryisforEveryone** to link posted social media activities

Provide images for social media

Provide a checklist for possible activities

Share free SAMSHA downloads

Distribute information on sober curious events

Ways to get the word out

Potential items to share in your community

- Window clings, mini-posters, flags or banners for businesses and local government agencies to show their support
- Silicon bracelets, rings, decals to pass out at Recovery Month events
- Informational booklets or pamphlets on SUD related issues
- Purple light bulbs for homes or businesses to show support
- T-shirts



Potential Banner
Example



Stickers or Window
Clings



Awareness Swag

Purple Pride Day

September 25th

*Statewide Alcohol and Drug
Free Awareness and
Celebration*



Activities should be fun, social, and promote sobriety and recovery awareness.

- Concert series
- Poetry slams
- Sober sports team events
- Awareness marathon or walk
- Cultural events specific to the region
- Faith-based events
- Purple lighting in or on government buildings, businesses, homes and agencies
- Banners displayed in windows to show Recovery Month support
- Sober Curious social activities for individuals interested in sobriety
<https://www.verywellmind.com/what-does-it-mean-to-be-sober-curious-4774971>
- Post videos or pictures of activities on social media using #RecoveryisforEveryone to celebrate together
- Connect with other organizations and causes

Send Us Your Ideas!

We would love to hear what you're doing and share!

Please send ideas and current plans to:

- Rachael Masaitis: Rachael.Masaitis@dhw.Idaho.gov
- Mindy Oldenkamp: Mindy.Oldenkamp@dhw.Idaho.gov

Please send us your initial round of feedback by July 9th

We will continue to collect ideas and information to share leading up to Recovery Month

Helpful Links

- Faces and Voices of Recovery

<https://rm.facesandvoicesofrecovery.org/>

- Sober Curious with Womeness Community

https://www.canva.com/design/DAEZuC6oETQ/hZ_o2Zzy-zBDmxf0t59miw/view?utm_content=DAEZuC6oETQ&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton#3

- The Association for Addiction Professionals

<https://www.naadac.org/national-recovery-month>

- Westbridge

<https://www.westbridge.org/sober-fun-weekend-ideas/>